

Exploring the role of supply chain management in Jammu and Kashmir's horticulture apple products

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Abstract:

Supply chain management refers to a network of facilities that originate raw materials, convert them into intermediate items, and then distribute completed products to consumers through a distribution system. From one industry to the next, and from one business to the next, the supply chain is managed differently, as are the many actors' duties. As a result, supply chain management (SCM) has become increasingly important. J & K is India's largest apple producer, accounting for almost 75% of total output. In 2016-17, J & K produced 16.72 lakh tonnes, while Himachal Pradesh supplied 4.92 lakh tonnes. Baramulla, Kupwara, Shopian, and Kulgam are the key apple-producing regions in Kashmir's valley. The apple distribution network is currently inefficient, with several intermediary stages and difficulties obtaining packaging materials. The situation may have gotten worse in J & K because the classification and grading system are primitive in comparison to the rest of the country.

Keywords: Supply Chain management, distribution network

Introduction

In India, J & K is the leading producer of horticultural crops. It grows a diverse range of fruits and vegetables, including apples, pears, peaches, almonds, and tropical fruits. Horticulture's expanding importance can be seen in its contribution to the GDP and its part of the agricultural sector. Jammu and Kashmir's apple-growing region is believed to generate approximately 1.3 million tonnes of apples each year. The entire production is carried out across the valley's several districts. Its agricultural sector accounts for around 19.35 percent of the state's GDP. Horticulture has become an important part of agriculture. Farmers can choose from a wide range of crops. India has achieved 100 percent apple farming coverage and has seen a 121 percent increase in apple production. This is owing to the vast amount of land under cultivation in the country. Apples have the third-largest production area of all the fruits grown in India. They're cumbersome to carry and have a short shelf life. The term "supply chain management" refers to a system model that describes the many stages of a supply chain. It includes all of the value chain's stakeholders, including producers, service providers, and consumers.. (Peter Singe, 2010). This study analyzed the impact of the various supply chain risks on the goals of the different actors involved in the supply chain. The importance of the risk measurement system in optimizing the supply chain was also highlighted. It also focuses on the factors that will determine the competitive position of these products in the market. In addition, the impact of each actor's objectives and the overall supply chain objective on risk was assessed. For supply chain network optimization, a risk measurement system is a must-have approach. Consequently, a supply chain risk identification risk in horticultural products that is optimal for each of the supply chain's participants is required. The trouble will be assessed regarding planning, supplying, processing, product delivery, and returns. Kashmir region is inhabited by wonderful varieties (Ghosh, 2001). Intensive agriculture in apple orchards results in the development of different diseases among the

plants. Because all plants in a monoculture are genetically identical, diseases to which they are immune may wipe out whole populations of plants. Adding variety in planting various kinds of trees in the same area has been proven to help fight illnesses in studies (Zhu & Youyong, 2000). Orchards are often planted with a range of cultivars to improve disease resistance. The extremely disease-resistant apple cultivar, Maharaji apple, has been discovered to be hardly noticeable in orchards. Apple trees with fewer varieties are more susceptible to illnesses and rodent infestations. Farmers are unaware of the issue, and they have little understanding of orchard diversity or the significance of pollination. Due to ripe apples' perishable nature, farmers were put in danger due to a lack of apple boxes during peak harvest season. Delayed harvesting causes over-matured fruit. When apples are harvested later in their maturation cycle, they have a shorter



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